

ABSTRACT

This research was conducted to find out how much influence the use of brand ambassadors has on Somethink products. In addition, this study also aims to determine the effect of *Electronic Word Of Mouth* so as to generate interest in buying consumer products Something. What will later be known is whether these three variables have an impact on whether the use of the NCT DREAM brand ambassador can influence consumer buying interest in products Somethinc.

This study uses a quantitative method with a descriptive research type and uses a Likert scale as a measurement. The sampling was carried out using the side non-probability method with a total of 100 respondents. The analysis technique used in this study is descriptive and multiple linear regression analysis processed using SPSS. Based on the results of the descriptive analysis in this study, it can be concluded that the respondents' responses were obtained through questionnaires on variables *brand ambassador*, *electronic word of mouth* and buying interest has a percentage that is in the very good category.

Based on the results of this study, the results of simultaneous hypothesis testing, the results of simultaneous hypothesis testing with the f test, obtained fcount results of 53,781 with a significance (*pvalue*) of 0.000. Furthermore, it is compared with the *ftable* value and probability of 5%, because the results $f_{count} > f_{table}$ ($53,781 > 3,089$) and significance (*pvalue*) $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, so it can be stated that *brand ambassador* and *electronic word of mouth* simultaneously has a significant effect on product purchase intention Somethinc.

Keywords: *Brand Ambassador, Electronic Word of Mouth, Interest in Buying*